

Amendments To The Abstract

Marked-up Version

The following marked-up version of the amended Abstract is attached hereto to aid the examiner in identifying the changes:

~~The present invention relates to a method and~~ A system for ~~determining grasping~~ an interested field of an Internet user, ~~i.e., access intention of the Internet user~~, attracting advertisement from ~~a plurality of sponsors on the Internet using~~ according to the user's interest access intention, and providing ~~the advertisement~~ advertisements to the user ~~[[on]] via~~ the Internet. ~~According to a preferred embodiment of the present invention there is provided a method for generating advertisement information to attract advertisement on an Internet, the method comprising the steps of maintaining~~ includes a keyword database for recording ~~more than one keyword~~ multiple keywords, keyword type information ~~of the keyword~~, predetermined reference information ~~that corresponds to~~ for the type information, and advertisement list information including that corresponds to the keyword, in which the advertisement list information includes information for the number of advertisement files including the keyword; ~~receiving a predetermined~~. A user event from a user; is received and recording a keyword that corresponds to the received event, for is recorded as history data corresponding to the event; ~~searching for the~~ Keyword type information is searched using a ~~of the keyword by referring to the~~ keyword database; ~~searching for the~~ and reference information ~~that corresponds to~~ of the searched type information is searched; ~~judging whether the~~ The keyword is determined an interested field of the user ~~on the basis of~~ according to the ~~searched~~ reference information; ~~generating an~~. An advertisement file is generated including the ~~keyword regarded as the~~ interested field keyword. of the user; updating the information for the The number of advertisement files is updated in the advertisement list information ~~stored in the keyword database~~ [[;]] and ~~generating~~ advertisement information is generated including the keyword and the updated advertisement list information.

Amendments To The Drawings:

The attached drawing sheets include changes to FIGS. 1a, 3, and 11. These sheets contain corrections shown in red for the examiner's approval and are requested to replace the original sheets of FIGS. 1a, 3, and 11.

Attachment: Replacement Sheet(s) of FIGS. 1a, 3, and 11

Annotated Sheet(s) Showing Changes of FIGS. 1a, 3, and 11

Amendments To The Claims

The listing of claims presented below will replace all prior versions, and listings, of claims in the application.

Listing of claims:

1. **(currently amended)** A method for generating advertisement information to attract advertisement on an Internet, the method comprising the steps of:

maintaining a keyword database for recording ~~more than one keyword~~
multiple keywords, type information of the keyword, predetermined reference information that corresponds to the type information, and advertisement list information that corresponds to the keyword, in which the advertisement list information includes ~~information for the~~ **a** number of advertisement files **that include** ~~including~~ the keyword;

receiving a predetermined event from a user;

recording a keyword **as history data** that corresponds to the received ~~predetermined~~ event **from the user**, ~~for history data~~;

searching for the type information of the keyword by referring to the keyword database;

searching for the **predetermined** reference information that corresponds to the ~~searched~~ type information **of the keyword**;

~~judging~~ **determining** whether the keyword is an interested field of the user ~~on the basis in view~~ of the ~~searched~~ **predetermined** reference information;

generating an advertisement file including the keyword **that is determined to be judged as** the interested field of the user;

updating ~~the information for the~~ a number of advertisement files in the advertisement list information stored in the keyword database; and

generating advertisement information including the keyword and the ~~updated~~ advertisement list information updated with the number of advertisement files.

2. (currently amended) The method according to claim 1, wherein the predetermined event is one among a keyword ~~input~~ inputted at a search window of an Internet search engine by the user, a web page address information ~~input~~ inputted at an address window of a web browser by the user, and a hypertext markup language link ~~selectively input~~ selected on the web browser by the user.

3. (currently amended) The method according to claim 1, wherein the type information of the keyword is a predetermined effective period ~~information~~ set in advance for each keyword.

4. (currently amended) The method according to claim 3, wherein the predetermined reference information is ~~[[the]]~~ a number of times the predetermined event is ~~input~~ inputted from the user during the predetermined effective period.

5. (original) The method according to claim 1, wherein the advertisement file is a cookie file.

6. (currently amended) The method according to claim 5, wherein the

advertisement file includes ~~more than at least~~ one ~~of among~~ a terminal number (PC ID) of the user, an identifying symbol of the user, and expiration data ~~information~~ of the advertisement file.

7. **(currently amended)** The method according to claim 1, wherein the advertisement information additionally includes ~~[[the]]~~ a number of impressions of a web page that corresponds to the keyword.

8. **(currently amended)** A method for attracting an advertisement on an Internet, the method comprising the steps of:

maintaining a keyword database for storing ~~more than one keyword~~ multiple keywords and advertisement information ~~generated by the method according to claim 1 in response according~~ to the ~~keyword~~ keywords;

receiving ~~[[an]]~~ a first advertisement request that includes an advertisement keyword from a first sponsor, wherein the advertisement keyword corresponds to one of the multiple keywords stored in the keyword database;

searching for the advertisement information that corresponds to the advertisement keyword by referring to the keyword database;

processing the ~~searched~~ advertisement information that corresponds to the advertisement keyword and providing ~~guiding information evaluation~~ data of the advertisement keyword to a web browser of the first sponsor;

receiving a ~~confirmation purchase~~ response from the first sponsor, in which the ~~confirmation purchase~~ response includes first advertisement data of the first

sponsor; and

recording, in a first advertisement database, the advertisement keyword and the first advertisement data that corresponds to the advertisement keyword.

9. **(currently amended)** The method according to claim 8, wherein the step of searching for the advertisement information that corresponds to the advertisement keyword by referring to the keyword database comprises the steps of:

if there is no advertisement information ~~that corresponds~~ corresponding to the advertisement keyword in the keyword database, recording, ~~in a predetermined storing means~~, the received advertisement keyword and an input counter value ~~with respect to~~ for the advertisement keyword in a predetermined storing means;

if ~~[[an]]~~ a second advertisement request including the advertisement keyword is received from a second sponsor, increasing the input counter value ~~with respect to~~ for the advertisement keyword recorded in the predetermined storing means;

~~judging~~ determining whether the input counter value is ~~more~~ greater than a predetermined value; and

if the input counter value is ~~more~~ greater than ~~[[a]]~~ the predetermined value, recording, ~~in the keyword database~~, the advertisement keyword and advertisement information that corresponds to the advertisement keyword in the keyword database.

10. **(currently amended)** The method according to claim 8, wherein the guiding information ~~evaluation~~ data includes ~~more than at least~~ one ~~among of~~ information for ~~[[the]]~~ a number of ~~[[the]]~~ generated advertisement files, information for ~~[[the]]~~ a

number of impressions of a web page ~~that corresponds~~ corresponding to the advertisement keyword, and price information of the advertisement keyword.

11. **(currently amended)** The method according to claim 8, wherein the ~~confirmation-purchase~~ response additionally includes payment information for a predetermined advertisement charge.

12. (original) The method according to claim 8, wherein the advertisement request is performed in a manner of auction or bidding.

13. **(currently amended)** A method for providing a predetermined advertisement to a user of a search engine, the method comprising the steps of:

maintaining an advertisement database for storing ~~more than one keyword~~ multiple keywords and ~~more than one multiple~~ advertisement data that ~~corresponds~~ correspond to the ~~keyword~~ keywords;

receiving an access request from a user, ~~in which~~ wherein the access request includes an advertisement file stored in a user's terminal;

extracting a keyword recorded in the ~~received~~ advertisement file received;

searching for the advertisement data that corresponds to the keyword by referring to the advertisement database; and

processing the ~~searched~~ advertisement data corresponding to the keyword and providing the same to a web browser of the user; wherein

the advertisement database is updated through the steps of:

maintaining a keyword database for storing ~~more than one keyword~~ multiple keywords and advertisement information ~~generated by the method according to claim 1 in response according~~ to the ~~keyword~~ keywords;

receiving an advertisement request that includes an advertisement keyword from a sponsor, wherein the advertisement keyword corresponds to one of the multiple keywords stored in the keyword database;

searching for the advertisement information that corresponds to the advertisement keyword by referring to the keyword database;

processing the ~~searched~~ advertisement information that corresponds to the advertisement keyword and providing ~~guiding information evaluation~~ data of the advertisement keyword to a web browser of the sponsor;

receiving a ~~confirmation-purchase~~ response from the sponsor, in which the ~~confirmation-purchase~~ response includes advertisement data of the sponsor; and

recording, in ~~[[an]]~~ the advertisement database, the advertisement keyword and the advertisement data that corresponds to the advertisement keyword.

14. **(currently amended)** A method for providing a predetermined advertisement to a user of a search engine, the method comprising the steps of:

maintaining a first advertisement database for storing ~~more than one keyword~~ multiple keywords and ~~more than one of~~ multiple first advertisement data that ~~corresponds~~ correspond to the ~~keyword~~ keywords;

maintaining a second advertisement database for storing ~~more than one of~~ multiple second advertisement data that corresponds to a predetermined keyword;

receiving an access request from a user, ~~in which~~ wherein the access request includes an advertisement file stored in a user's terminal;

extracting a first keyword recorded in the received advertisement file;

searching for the first advertisement data that corresponds to the first keyword by referring to the first advertisement database;

receiving a second keyword from the user;

searching for the second advertisement data that corresponds to the second keyword by referring to the second advertisement database;

constructing a user interface screen by arranging the first advertisement data or the second advertisement data according to ~~[[a]]~~ predetermined ~~reference~~ criteria; and

providing the user interface screen to a web browser of the user; wherein the first advertisement database is updated through the steps of:

maintaining a keyword database for storing ~~more than one keyword~~ multiple keywords and advertisement information ~~generated by the method according to claim 1 in response according~~ to the ~~keyword~~ keywords;

receiving an advertisement request that includes an advertisement keyword from a sponsor, wherein the advertisement keyword corresponds to one of the multiple keywords stored in the keyword database;

searching for the advertisement information that corresponds to the advertisement keyword by referring to the keyword database;

processing the ~~searched~~ advertisement information that corresponds to the advertisement keyword and providing ~~guiding information~~ evaluation data of the advertisement keyword to a web browser of the sponsor;

receiving a ~~confirmation purchase~~ response from the sponsor, in which the ~~confirmation purchase~~ response includes advertisement data of the sponsor; and
recording, in the first advertisement database, the advertisement keyword and the advertisement data that corresponds to the advertisement keyword.

15. (**currently amended**) The method according to claim 13, further comprising the steps of:

maintaining a second advertisement database for storing ~~more than one of~~ **multiple** second advertisement data that corresponds to a predetermined keyword; and
maintaining a third advertisement database for storing ~~more than one of~~ **multiple** third advertisement data; wherein

the step of searching for the advertisement data that corresponds to the keyword by referring to the advertisement database comprises the steps of:

receiving a **second** keyword from the user;
searching for the second advertisement data that corresponds to the **second** keyword by referring to the second advertisement database; and
searching for the third advertisement data by referring to the third advertisement database; wherein

the step of processing the ~~searched~~ advertisement data **corresponding to the keyword** and providing the same to **[[a]] the** web browser of the user comprises the steps of:

constructing a user interface screen by arranging the advertisement data, the second advertisement data, and the third advertisement data according to **[[a]]**

predetermined ~~reference criteria~~; and

providing the user interface screen to ~~[[a]]~~ the web browser of the user.

16. **(currently amended)** The method according to claim 14, wherein the second advertisement data is general keyword advertisement data, and ~~the~~ a third advertisement data is general banner advertisement data.

17. **(currently amended)** The method according to claim 13, further comprising the step of providing predetermined feedback information to the sponsor, in which the feedback information includes ~~more than at least one~~ of among the number of times the advertisement data is provided to the user, ~~the~~ a number of times the user clicks on the advertisement data, a time period the user visits ~~the~~ a web page of the ~~first~~ sponsor, and ~~the~~ a number of times the user visits the web page of the ~~first~~ sponsor after the advertisement data is provided.

18. **(currently amended)** A computer-readable recording medium useful in association with a computing device which includes a process and a memory, the computer readable medium including computer instructions which are configured to cause the computing device to generate advertisement information to attract advertisement on an Internet ~~readable by a computer, in which a program for performing a method according to claim 1, is recorded by performing the acts comprising:~~

maintaining a keyword database for recording multiple keywords, type

information of the keyword, predetermined reference information that
corresponds to the type information, and advertisement list information that
corresponds to the keyword, in which the advertisement list information includes
a number of advertisement files that include the keyword;
receiving a predetermined event from a user;
recording a keyword as history data that corresponds to the received
predetermined event from the user;
searching for the type information of the keyword by referring to the
keyword database;
searching for the predetermined reference information that corresponds to
the type information of the keyword;
determining whether the keyword is an interested field of the user in view
of the predetermined reference information;
generating an advertisement file including the keyword that is determined
to be the interested field of the user;
updating a number of advertisement files in the advertisement list
information stored in the keyword database; and
generating advertisement information including the keyword and the
advertisement list information updated with the number of advertisement files.

19. (currently amended) An Internet advertisement system comprising:
- a central server comprising:
 - a keyword database for recording ~~more than one keyword~~ multiple keywords,

type information of the keyword, predetermined reference information that corresponds to the type information, advertisement list information that corresponds to the keyword, in which the advertisement list information includes ~~information for the~~ a number of ~~the~~ advertisement files that include the keyword;

a communication part for receiving a predetermined event from a user;

a processing part for recording a keyword as history data that corresponds to the received predetermined event from the user, ~~for history data~~, searching for the type information of the keyword and the predetermined reference information that corresponds to the ~~searched~~ type information of the keyword by referring to the keyword database, and ~~judging~~ determining whether the keyword is ~~the~~ an interested field of the user according to the ~~searched~~ predetermined reference information and type information of the keyword searched in the keyword database;

an advertisement file preparing part for extracting the keyword ~~judged~~ determined to be the interested field of the user [[,]] and generating an advertisement file ~~that includes~~ including the extracted keyword, in which the advertisement file includes ~~more than~~ at least one ~~among~~ of a user's terminal number (PC ID), an identifying symbol of the user, and expiration date information of the advertisement file;

an advertisement information generating part for updating ~~information for the~~ a number of advertisement files in the advertisement list information stored in the keyword database [[,]] and generating advertisement information including the keyword and the ~~updated~~ advertisement list information updated with the number of advertisement files; and

an advertisement server comprising:

an advertisement database for storing ~~more than one keyword~~ multiple keywords and ~~more than one~~ multiple advertisement data that corresponds to the keyword;

an advertisement transmitting part for processing the advertisement data that corresponds to the keyword included in the advertisement file by referring to the advertisement database, and providing the ~~processed~~ advertisement data that is processed to a web browser of the user;

a storing part for storing history information ~~about~~ with respect to the providing of the advertisement data to the user;

an analyzing part for providing predetermined feedback information to a sponsor who has registered the advertisement data, ~~on the basis of~~ according to the ~~stored~~ history information.

20. **(currently amended)** The method according to claim 6, wherein the advertisement list information additionally includes ~~the a~~ number of impressions of a web page that corresponds to the keyword.

21. **(original)** The method according to claim 15, wherein the second advertisement data is general keyword advertisement data, and the third advertisement data is general banner advertisement data.

22. **(currently amended)** The method according to claim 14, further comprising the step of providing predetermined feedback information to the sponsor, in which the

feedback information includes ~~more than~~ at least one ~~of among~~ the number of times the first advertisement data is provided to the user, ~~the a~~ number of times the user clicks on the first advertisement data, a time period the user visits ~~the a~~ web page of the ~~first~~-sponsor, and ~~the a~~ number of times the user visits the web page of the ~~first~~ sponsor after the first advertisement data is provided.

23. (new) The method according to claim 8, wherein the multiple keywords and the advertisement information maintained in the keyword database are generated by:

receiving a predetermined event from a user;

recording the keyword as history data that corresponds to the received predetermined event from the user;

searching for type information of the keyword by referring to the keyword database;

searching for predetermined reference information that corresponds to the type information of the keyword;

determining whether the keyword is an interested field of the user in view of predetermined reference information;

generating an advertisement file including the keyword that is determined to be the interested field of the user;

updating a number of advertisement files in an advertisement list information stored in the keyword database; and

generating the advertisement information including the keyword and the

advertisement list information updated with the number of advertisement files.

24. (new) **The method according to claim 13, wherein the multiple keywords and the advertisement information maintained in the keyword database are generated by:**

receiving a predetermined event from a user;

recording the keyword as history data that corresponds to the received predetermined event from the user;

searching for type information of the keyword by referring to the keyword database;

searching for predetermined reference information that corresponds to the type information of the keyword;

determining whether the keyword is an interested field of the user in view of predetermined reference information;

generating the advertisement file including the keyword that is determined to be the interested field of the user;

updating a number of advertisement files in an advertisement list information stored in the keyword database; and

generating the advertisement information including the keyword and the advertisement list information updated with the number of advertisement files.

25. (new) **The method according to claim 14, wherein the multiple keywords and the advertisement information maintained in the keyword database are generated**

by:

receiving a predetermined event from a user;

recording the keyword as history data that corresponds to the received
predetermined event from the user;

searching for type information of the keyword by referring to the keyword
database;

searching for predetermined reference information that corresponds to the
type information of the keyword;

determining whether the keyword is an interested field of the user in view
of predetermined reference information;

generating the advertisement file including the keyword that is determined
to be the interested field of the user;

updating a number of advertisement files in an advertisement list
information stored in the keyword database; and

generating the advertisement information including the keyword and the
advertisement list information updated with the number of advertisement files.